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1
2 **CLAIMS**
3

4 **1.** A method comprising:
5 processing consumer data that represents an individual's consumer
6 purchases; and
7 targeting a television advertisement to the individual based on the consumer
8 data.

9
10 **2.** The method as recited in claim 1 wherein the individual comprises a
11 subscriber to a broadcast television system.

12
13 **3.** The method as recited in claim 1 wherein the consumer data
14 comprises data collected by a retail store in association with a membership card
15 that is assigned to the individual.

16
17 **4.** The method as recited in claim 1 wherein the consumer data
18 comprises an indicator of a vendor associated with a product that the individual
19 has purchased.

20
21 **5.** The method as recited in claim 1 wherein the consumer data
22 comprises an indicator of a category associated with a product that the individual
23 has purchased.
24
25

1 6. The method as recited in claim 1 wherein the processing comprises:
2 accessing the consumer data associated with the individual; and
3 generating a profile associated with the individual based on the consumer
4 data, such that the profile indicates a product category associated with a product
5 purchased by the individual.

6
7 7. The method as recited in claim 6 wherein the product category is
8 selected from a group of product categories comprising frozen foods, soft drinks,
9 snack foods, cereals, diet foods, personal hygiene, and dental hygiene.

10
11 8. The method as recited in claim 6 wherein the profile further indicates
12 a product vendor associated with the product purchased by the individual.

13
14 9. The method as recited in claim 1 wherein the targeting comprises:
15 associating a consumer profile characteristic with an advertisement to be
16 targeted;

17 broadcasting data identifying the consumer profile characteristic associated
18 with the advertisement to be targeted to enable a client device to determine
19 whether or not to tune to the targeted advertisement; and

20 broadcasting in a first data stream a default, non-targeted advertisement,
21 while simultaneously broadcasting in a second data stream the advertisement to be
22 targeted.

1 **10.** The method as recited in claim 9 wherein the consumer profile
2 characteristic comprises at least one of a product vendor and a product category.

3
4 **11.** One or more computer-readable media having computer-readable
5 instructions thereon which, when executed by a computer, cause the computer to
6 implement the method as recited in claim 1.

7
8 **12.** A system comprising:
9 a profiling server configured to generate consumer profiles associated with
10 broadcast television system subscribers;
11 a targeting server configured to maintain consumer profile characteristics in
12 association with targeted advertisements; and
13 a broadcast transmitter configured to broadcast consumer profile data and
14 targeted advertisements over a network to multiple client devices.

15
16 **13.** The system as recited in claim 12 wherein the profiling server
17 comprises:
18 a profiling user interface configured to enable a user to enter rules that
19 define how the profiling server communicates with a customer loyalty data
20 repository from which consumer purchase data can be extracted.

21
22 **14.** The system as recited in claim 13 wherein the profiling user
23 interface is further configured to enable a user to indicate specific values that may
24 be used in defining a subscriber profile.

1 15. The system as recited in claim 14 wherein the specific values
2 comprise at least one of a product vendor and a product category.

3
4 16. The system as recited in claim 12 wherein the profiling server
5 comprises:

6 a subscriber profile data repository configured to maintain consumer profile
7 data associated with subscribers to a broadcast television system.

8
9 17. The system as recited in claim 12 wherein the targeting server
10 comprises:

11 a targeting user interface configured to enable a user to specify consumer
12 profile characteristics to be associated with targeted advertisements.

13
14 18. The system as recited in claim 12 wherein the targeting server
15 comprises:

16 a multicast message generator configured to generate a message
17 comprising:

18 a transport ID that identifies a data stream over which a particular
19 targeted advertisement is scheduled to be broadcast;

20 a duration of the particular targeted advertisement; and

21 a consumer profile characteristic associated with the particular
22 targeted advertisement.

1 **19.** The system as recited in claim 18 wherein the broadcast transmitter
2 is further configured to broadcast the message that is generated by the multicast
3 message generator.

4
5 **20.** A system comprising:
6 a first tuner configured to tune to a first network channel over which
7 broadcast television program content may be received;
8 a second tuner configured to tune to a second network channel over which
9 broadcasted television subscriber profile data may be received; and
10 a profile filter configured to direct the first tuner to tune to an alternate
11 network channel over which a targeted advertisement may be received when a
12 consumer profile characteristic associated with the targeted advertisement matches
13 the television subscriber profile data.

14
15 **21.** The system as recited in claim 20 wherein the first network channel
16 comprises an in-band network channel.

17
18 **22.** The system as recited in claim 20 wherein the second network
19 channel comprises an out-of-band network channel.

20
21 **23.** The system as recited in claim 20 further comprising:
22 a subscriber profile data repository configured to maintain consumer profile
23 data associated with a particular client device ID.

1 **24.** One or more computer-readable media comprising computer-
2 readable instructions which, when executed, cause a computer system to:

3 associate a consumer profile characteristic with a targeted advertisement;
4 upon detection of an advertisement avail that is to include a targeted
5 advertisement, generate a message that identifies the consumer profile
6 characteristic that is associated with the targeted advertisement, a duration of the
7 targeted advertisement, and a transport ID that identifies a data stream over which
8 the targeted advertisement is scheduled to be broadcast; and
9 broadcast the message over a network to one or more client devices.

10
11 **25.** The one or more computer-readable media as recited in claim 24
12 further comprising computer-readable instructions which, when executed, cause a
13 computer system to:

14 simultaneously broadcast a default advertisement on a first data stream and
15 the targeted advertisement on a second data stream.
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1 **26.** One or more computer-readable media comprising computer-
2 readable instructions which, when executed, cause a computer system to:
3 receive consumer profile data associated with a broadcast television system
4 subscriber;
5 receive a message comprising a consumer profile characteristic associated
6 with a targeted advertisement scheduled for broadcast;
7 determine whether the consumer profile data associated with the broadcast
8 television system subscriber matches the consumer profile characteristic
9 associated with the targeted advertisement; and
10 in an event that the consumer profile data matches the consumer profile
11 characteristic, tune from a first data stream to an alternate data stream over which
12 the targeted advertisement is to be broadcast.

13
14 **27.** The one or more computer-readable media as recited in claim 26
15 wherein the message further comprises a transport ID that identifies the alternate
16 data stream.

17
18 **28.** The one or more computer-readable media as recited in claim 26
19 wherein the message further comprises a duration associated with the targeted
20 advertisement, further comprising computer-readable instructions which, when
21 executed, cause a computer system to:
22 after being tuned to the alternate data stream for a time period indicated by
23 the duration, tuning back to the first data stream.